



I. OVERVIEW

Planning a character area helps to ensure that new development is consistent with the existing character and supports the preferences of a community. It is created using input from neighborhoods and businesses on design and land use patterns and commercial characteristics. The plan also considers what makes this area of Tempe distinct from neighboring areas.

The planning process for Character Area 1 provides many opportunities for input. The first phase of outreach collected input on what community members who live and/or work in this area love most. The focus of the second phase was to determine which planning principles community members valued in comparison to each other.

Character Area 1 includes the entire area of Tempe north of Loop 202.

II. OUTREACH

Several methods were used to provide information to the public regarding the project, meetings and opportunities for input.

1. Two direct mail postcards sent to residents, businesses and property owners in the project area.
2. Email notification to neighborhood and homeowner association contacts in the project area inviting them to share with their neighborhoods.
3. Email notification to participants from first phase of outreach.
4. Direct mail postcard sent to all area businesses inviting them to a focus group session.
5. Email and phone call to faith and nonprofit groups inviting them to a focus group session.
6. Outreach and survey to Laird Elementary with responses from 60 students.
7. Project signage placement in area parks and at the North Tempe Multi-Generational Center.

8. Virtual public meetings on May 11 at noon and 6 p.m. with a total of 23 at the noon meeting and 24 at the evening meeting. Recordings of the virtual meetings were made available online.
9. Virtual focus group meetings for faith and nonprofits group members and the business community on June 29 with a total of 6 business attendees and 4 nonprofit attendees.
10. In person pop up events held at Papago Park on June 14 at 6 p.m. and June 26 at 9 a.m. with approximately 20 attendees at each.
11. Topic posted online from May 11-June 30 on Tempe Forum.
12. Project website made available.
13. Social Media and Eblast

FACEBOOK

6/8/21 – Meeting reminder. Reach: 1,277 | Engagement: 36
 6/14/21 - Meeting reminder. Reach: 3,558 | Engagement: 103
 6/26/21 – Meeting reminder. Reach: 2,431 | Engagement: 83
 6/30/21 - Survey reminder. Reach: 794 | Engagement: 15

TWITTER

6/7/21 – Meeting reminder. Impressions: 1,975 | Engagement: 39
 6/14/21 - Meeting reminder. Impressions: 1,196 | Engagement: 21
 6/26/21 - Meeting reminder. Impressions: 1,458 | Engagement: 25
 6/30/21 - Survey reminder. Impressions: 1,375 | Engagement: 31

NEXTDOOR

5/20/21 – Survey reminder. Impressions: 165
 6/30/21 – Survey reminder. Impressions: 244

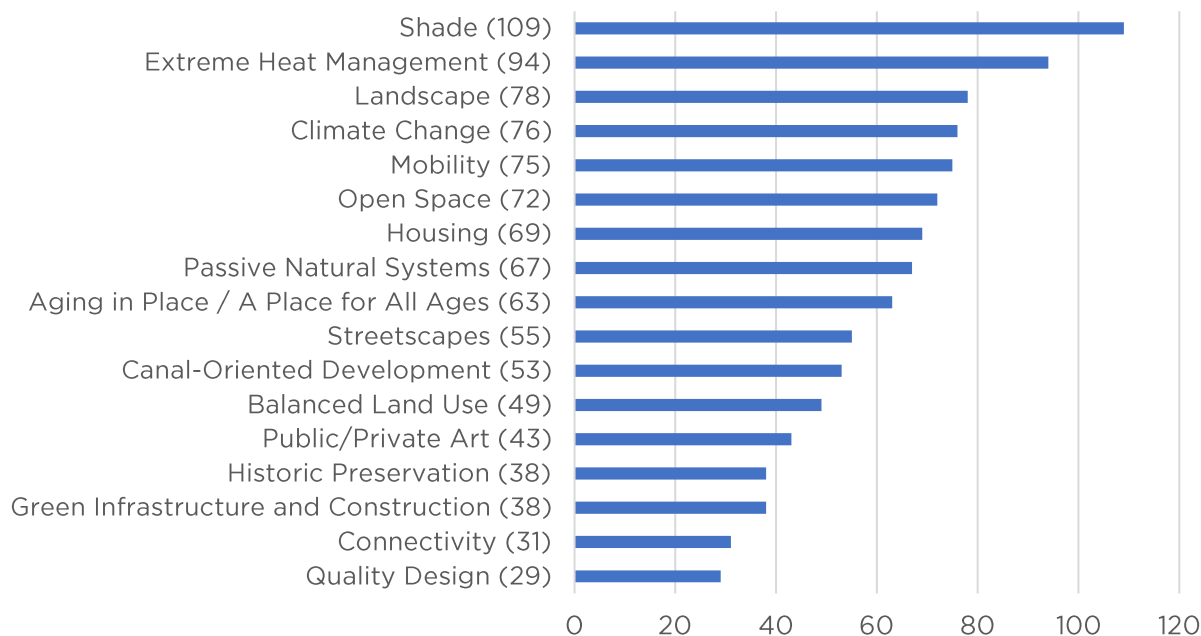
EBLAST

6/4/21 – Meeting reminder: 637 opens
 6/7/21 - Meeting reminder: 1,948 opens
 6/21/21 - Meeting reminder: 1,752 opens

III. SURVEY RESPONSES

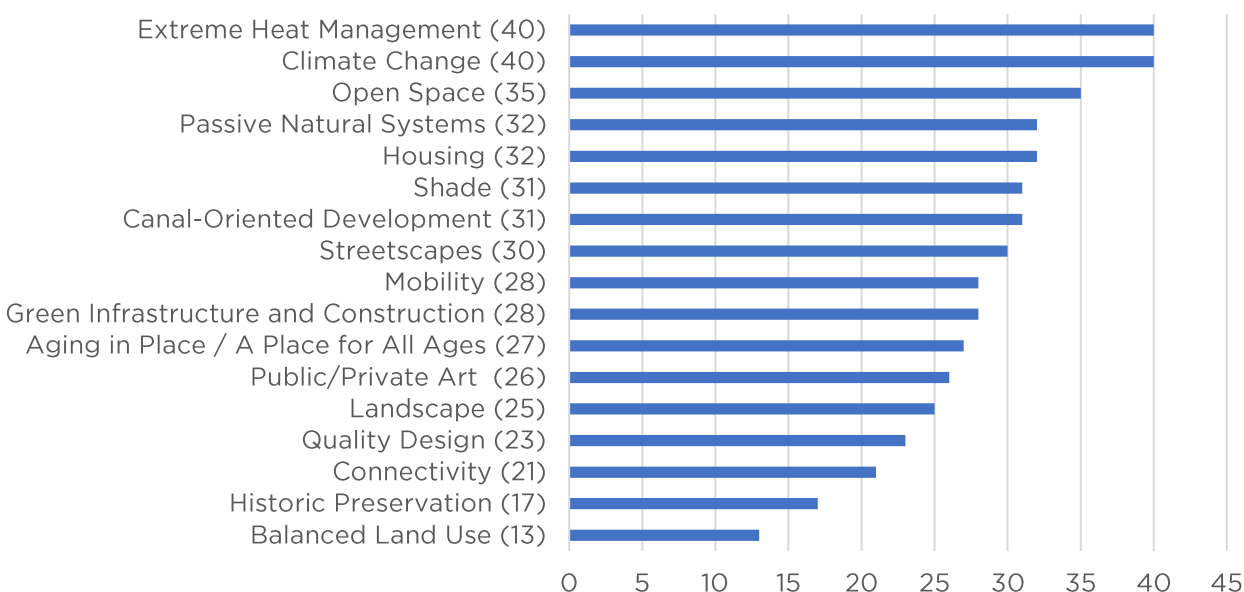
1. You have 10 dots to vote on what is most important to you for the area's future in land use, design, planning, transportation, safety, quality of life and sustainability. Use them all on one principle or spread them out.

Tempe Forum:



Total: 1,039 dots by 106 respondents

Laird Elementary:



Total: 479 dots by 60 respondents

The planning principles were defined as:

Aging in Place / A Place for All Ages: Livable communities allow people to age in place with a sense of freedom, autonomy, and a high quality of life at every stage. Promote planning and design for active living at all ages.

Balanced Land Use: Encourage commercial development that supports local employment and activity. Promote a mix of commercial, office, institutional, residential, and open space. Local businesses which create a unique Tempe experience should be encouraged.

Canal-Oriented Development: The canal right-of-way system should have the characteristics of a linear park and multi-use trail with elements of landscape, hardscape, and other elements of design.

Climate Change: Implement the elements of the Council-adopted Climate Action Plan (2019) to promote energy efficiency, increased transit including electrification of vehicles, building resilience to extreme heat, and reduction in greenhouse gas emission.

Connectivity: Facilitate people to move within neighborhoods, commercial areas, offices, parks, and other locations. Repurpose alleys in appropriate areas as public trails to expand connectivity. Encourage use of those alleys through safe design.

Extreme Heat Management: Work to reduce heat island effects with permeable pavements, vegetative ground cover, shade, and reflective materials. Partner with Tempe's Park and Recreation, County and State programs and ASU to prevent extreme heat.

Green Infrastructure and Construction: Encourage developments to use relevant portions of International Green Construction Code (IgCC) as amended/added by Tempe. Also encourage LEED (Leadership in Energy and Environmental Design) principles in projects.

Historic Preservation: Promote the preservation of buildings, structures and post-war subdivisions which showcase history. Identify potential historic properties that have not registered in historic registers. Ensure the maintenance of these resources.

Housing: Promote a diverse array of housing options by working with development community, elected leaders, staff, and other stakeholders to provide market rate, workforce, and affordable housing solutions.

Landscape: The Sonoran Desert serves as a unique community asset, rich with rare textures and forms. Embrace a non-invasive, drought-tolerant, indigenous, and water conserving plant palette for biodiversity, and reflect the local character of the area.

Mobility: Improve the pedestrian and biking experience through traffic safety. Slowing traffic helps maintain safety improving walkability and bikeability. Expand transit facilities in the area so residents can access important needs within 20 minutes.

Open Space: Enhance sense of place by reclaiming and dedicating public spaces for people. Improve quality of open space and levels of service as Tempe grows.

Passive Natural Systems: Encourage the use of natural systems in development. The natural system includes rainwater harvesting, permeable paving, stormwater redirects to landscaped areas, solar shade, cool roofs, green roofs, etc.

Public/Private Art: Promote art as community infrastructure in transit stops, neighborhoods, parks, plazas, and commercial areas. Art should be integrated into new developments and celebrate local history, diversity, and community identity. =

Quality Design: Developments should have pleasant aesthetics and use durable materials like brick, stone, block, metal and wood when possible. Commercial/mixed-use buildings should have variety and provide connection between the interior and sidewalk.

Shade: Promote shade of all types everywhere. Follow Tempe's Urban Forestry Master Plan for tree coverage and biodiversity to enhance pedestrian movement, public health and reduce urban heat island effect. Improve tree maintenance and add new plantings.

Streetscapes: Embrace "Streets as Open Space" concept to balance existing open space as Tempe grows. Embellish with abundant shade, trees, landscape elements, street furniture, engaging storefronts, art, etc.

2. Are there any principles you would add?

1. Significant entrance, signage, streetscape enhancement on Scottsdale Road. There was no place for this other than streetscapes.
2. Prioritization of community needs and benefits over corporate interests
3. Crime prevention
4. A focus on increasing public safety as all of this is useless if residents don't feel safe to use!
5. Use solar panels to shade the pedestrian / bike paths along the Western Canal and elsewhere.
6. Preserve POV access
7. Tempe town lake.
8. Rent control or other means to promote stability in a ever growing number of rental units.
9. Noise abatement - is there any way to change or rotate flight path and reduce the drag racing on the streets?
10. More traffic slowing; monitoring/ticketing cellphone driving
11. Most of these overlap and unfortunately the expansion of public safety was left out and is needed. We would benefit from a dedicated police substation in North Tempe.
12. Papago Park needs more focus
13. Encourage this to remain an outdoor recreation area with natural desert vegetation.
14. Attention to citizens living in the neighborhoods - available space for non housed people. "People-friendly" environment through planning.
15. Help our homeless find shelter
16. Maintain open space and passive recreation at Tempe Town Lake. We don't need a zip line. Rockwall somewhere near parking would be okay. I enjoy walking, kayaking, roller skating, biking.
17. Safety should include Public safety for police and fire precincts that do not exist in Tempe, north of the 202.

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19. More pedestrian friendly streets and development
20. Dog park with lake
21. Connect Streets Programs/Requirements Senior Program Support
22. Public Safety, Lower Crime, Nice bus stops without campers
23. For Tempe I would like more condo vs apt development to have vested people in our community. Potential small fee for Orbits to reduce it as homeless A/C and transport. No half way houses if you want to keep tax paying residents.
24. Preserving natural desert environments
25. Sources for educating the public on the value of preserving and being a steward of the natural environment present in our character area.

3. Additional comments?

1. There is a lot of broad overlap on the options provided. To clarify the allocation of dots I elected: Climate Change and Green Infrastructure and Construction, as well as some of the other options, have a lot of overlap. Climate change response would need multiple, concurrent levels of response even at the level of our character area. Buildings, spaces, transit all need to address climate change with proactive response. This includes items listed separately, such as shade through urban forestry/solar/sail structure placement, passive and active cool building design, reduced pavement/concrete footprints, permeable/cool pavement installs, etc. Landscape: The Sonoran Desert serves as a unique community asset, rich with rare textures and forms. Embrace a non-invasive, drought-tolerant, indigenous, and water conserving plant palette for biodiversity, and reflect the local character of the area. Landscape needs to provide ample shade, reduce heat island effect, and support local Sonoran desert flora and fauna. Mobility: Improve the pedestrian and biking experience should be achieved with thoughtful design that favors public/green transit options over motorized vehicles. That doesn't mean just slowing motorized vehicle traffic and giving a few right of way crossings! It means designing routes where pedestrians and wheelers have safe paths where they don't have to intersect with motorized vehicles. Car-free streets and centers integrated into city design, accessible bridges over/under roads that remain designated to motorized vehicles, and a strong core of green public transit. Do expand transit facilities in the area so residents can access important needs within 20 minutes. Balanced Land Use: Needs to include mixed-use development as desirable when appropriate. For example a single building with commercial, office, residential components co-existing with open space available onsite.
2. I really would like to see some type of improvements on Scottsdale Road to identify the entrance into Tempe. There is all this high end development along town lake but anything north of it is forgotten. Our medians are crumbling and it all just looks terrible. The city spent about 2 years on downtown and so many improvement along Broadway but nothing in this

area. Time to have a master plan for Scottsdale Road that can be implemented in stages to give us a face to be proud of in this forgotten area of the city. Let people know they are entering Tempe, a city that you all speak of as a place everyone wants to be. So many people talk about homelessness and that is an issue along with crime...but for the most part I feel very safe in my neighborhood. Three times in the last 27 years I have experienced incidents but it is not something that is a major concern for me. I don't know what people expect in an urban area.

3. Vision Zero needs to be a priority that is very visible and active.
4. I would request that an increase in public safety be placed on the ballot as requested in the last meeting. I strongly believe that a police substation that is located north of Tempe Town Lake would be very beneficial to our area. Thank you.
5. Why not build a small but shady arboretum at the south end of the wash coming from Scottsdale to flow into the Tempe Town Lake?
6. Focus on sustainability and climate change.
7. In the process of adding trolley and bike lanes, refrain from blocking the continued use of private vehicles. There are those of us who will travel at late hours and need the security of our own vehicles.
8. I would like to see more recreation and business options near Tempe Town Lake. I would also like the city to address the overwhelming issue of the homeless in North Tempe. Far too many people have been wandering around the alleys that are not residents. The Motel 6 on Scottsdale Road and Hancock has become a major issue. They are also littering Papago and other parks.
9. Affordable housing and transportation go hand-in-hand. Many longtime Tempe residents are being pushed out the neighborhood because of rising prices. Luxury housing units are creating more traffic without the public transportation infrastructure in place. Tempe is often voted as a great biking city yet the major roads don't have bike lanes and cars are not friendly to cyclists.
10. There are great ideas above. Thank you for making our neighborhoods. I love our neighborhood. We walk our dogs twice daily. Our most walked routes includes Scottsdale Rd from Tempe Town Lake up to McKellips. Trash is a big problem. I'm always very appreciative when I walk by a bus stop and its been cleaned and the trash emptied. I think clean streets is a way to encourage people to walk.
11. It was very challenging to choose between these. I ended up deciding to vote more for actions to reduce climate change and effects of climate change, because, in the long run, if we can't live here because of the heat and the pollution, then what is the point of the others?
12. More shaded areas, less heat island effect. More public safety across roadways, sidewalks, electronic speed limit monitoring signs in various sporadic locations. More speed cameras.

13. Find a way to make affordable housing affordable. Homes starting at \$175K are unattainable for many people. Tempe has focused on high end housing for so long that the average family can no longer afford to live here. It's ridiculous that a 1300sqft house in a questionable neighborhood in Tempe sells for almost as much as a 2500sqft house in an exclusive neighborhood in Mesa. It's time to get priorities straight, Tempe.
14. Disc golf is a great way to keep people using these areas and keeping them clean. Muer park aka Papago disc golf course and Lopiano Bosque could use some city help to get them up to "par". Team green is the unofficial stewards of said courses. Facebook page "Papaglow dubs".
15. "Connectivity: Repurpose alleys in appropriate areas as public trails to expand connectivity." This is a great idea and we love the concept. Although there would need to be dedicated police bike patrol/cameras to enforce the already growing problems that exists on Indian Bend Wash Path that would then extend to the repurposed alleys. The pedestrian paths are still used by motorized vehicles, often racing at 50mph with no lights in the evening almost hitting walkers, runners, and cyclists. Also the homeless camps constantly rip the wires out of the street lamps. My concern is will the city fix these problems first so we can enjoy and utilize future paths/alleys?
 "Mobility: Improve the pedestrian and biking experience through traffic safety. Slowing traffic helps maintain safety improving walkability and bike-ability." Please elaborate on "improve traffic safely". Slowing down the traffic does little in protecting cyclists/pedestrians if it is not a protected lane from motorists with road rage, entitlement, and people on their phones. More protected and dedicated cycling/pedestrian paths are needed to fully protect people in order to encourage green transportation(walking, roller blading, cycling, etc.) Please look at all the pathways around Denver and surrounding cities, you are lucky if you can cycle more than six months per year there. In Tempe we cycle year round even in over 100 degree heat and would benefit from more paths, lanes, and less motorist interactions. I look forward to seeing what changes occur in this area.
16. Homelessness needs help.
17. Start banning the real estate developers that are continuing to buy up old commercial businesses and strip malls only to turn them into more multi-family housing. The increasing populations these dwellings bring will continue to exacerbate the water crisis and ruin the value of this area. Maricopa county cannot continue its growth rate without significant physical, environmental, and financial impact to everyone who already lives here. The City of Tempe should make a conscious effort to regulate this development, and be a leader to other cities within the county that it puts the well-being of its current residents first, over financial gain.
18. Difficult site to maneuver
19. Homeless need help. Thanks.
20. Affordable housing and management of homeless.

21. Any new development should not be hi-rise character. Keep new development low - 100 high max. I was a resident of this area (Cavalier - McAllister) 1960-1968. It was a great area to be a kid and even get close to falling off the buttes. Gave a dot to mobility, removed the text to Expand transit facilities in the area so residents can access important needs within 20 minutes.
22. Thanks for seeking public input.
23. Please continue to advocate for minimal flight path use north of Curry Road. Please develop roundabout at McKellips & College with neat public art component.
24. Availability of senior centers to offer a wide variety of programs and services in all character areas.
25. goal: optimize livability in North Tempe.
26. Tempe needs a dog park like Cosmo Park with a lake and big gated areas.
27. I'd love to vote for all of these options, but I feel if we don't address the extreme heat that comes with global warming, all the other options are moot for the future.
28. I'd like to tie all these concepts together as much as possible as many do overlap. I especially like to update already existing open spaces and infrastructures like the canal and parks provide shade and escape the heat. We should also encourage businesses to also promote these areas so it will naturally create a natural flow of connectivity. We should start by providing and maintaining water fountains along the canal path so those that use it can not get dehydrated.
29. College street from Curry to McKellips Landscaping needs a lot of help , roundabout at College and McKellips
30. I feel the connectivity should be the top priority but happy to see any of these areas flourish! Thank you very much for allowing us to vote and provide input! Best of luck.
31. There are an excessive number of gentlemen clubs/strip clubs/escort services. The surrounding neighborhoods are off-putting, even when the crime rates are low, because it gives off a trashy feel. North Tempe especially doesn't feel family friendly because of these.
32. Ensure design and development respect and incorporate existing power and water utility easements and other constraints.
33. Thank you!!
34. Ensure new development, whether private or municipal, incorporates existing water and power facility constraints and easements to ensure reliability.
35. Remove the sex trafficking hubs, enforce drug and prostitution laws on Scottsdale Road.
36. Growth and development is great. But only outside of the Papago Park area. No more development of any kind -- structures, sidewalks, paths, benches, improved trails, etc. -- in Papago Park. Once these features are added, the natural landscape is gone forever and Tempe, Phx and Scottsdale have taken enough of the park for development.

37. Consistency utilizing design elements in streetscapes, architectural design and street landscaping to identify our area as a cohesive neighborhood.
38. Affordable housing is paramount for different family sizes from one person and up. Tempe's cost of housing has made it difficult for individuals to have their own space. Rental and real estate costs make multiple occupancy the only option (room mates, renting out a room in hose, etc.).
39. Affordable wifi connectivity in the neighborhoods; preserve the nuances of the older neighborhoods.

4. Race (collected only for Tempe Forum respondents)



5. Age (collected only for Tempe Forum respondents)

